

DEPARTMENT OF COMMUNITY AND ECONOMIC DEVELOPMENT  
March 22, 2004

To: Council Downtown Committee  
Council Member Ward, Chair  
Council Member Jimenez  
Council Member Rodriquez

THRU: Jesús Armas, City Manager

FROM: Sylvia Ehrenthal, Director of Community and Economic Development

SUBJECT:	Council Downtown Committee Meeting
DATE:	March 22, 2004
TIME:	7:00- 9:00 p.m.
LOCATION:	Hayward City Hall - Work Session Room 2-A

## COUNCIL DOWNTOWN COMMITTEE

Monday, March 22, 2004  
7:00 p.m.

Work Session Room 2-A - Hayward City Hall  
777 B Street  
Hayward, CA 94541

Public Comments: (Note: For matters not otherwise listed on the agenda. The Committee welcomes under this section but is prohibited by State Law from discussing items not listed on the agenda. Your item will be taken under consideration and referred to staff.)

1. Renovation of the Palmtag Buildings

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## CITY OF HAYWARD STAFF REPORT

AGENDA DATE 03/22/04

AGENDA ITEM \_\_\_\_\_

WORK SESSION ITEM \_\_\_\_\_

TO: City Council Downtown Committee

FROM: Director of Community and Economic Development

SUBJECT: Renovation of the Palmtag Buildings

### RECOMMENDATION:

It is recommended that the Council Committee review and comment on this report.

### DISCUSSION:

The City's General Plan calls out Downtown as a focus area for change. City Hall provides a focal point and gateway of activity, and new commercial and residential activity has revitalized the area. B Street is the core of this activity and the Albertsons project has helped anchor the westerly end. Browman Development Company was responsible for developing the successful retail shops that accompany that center.

Browman Development has shown further confidence in the future of Downtown in its recent purchase of the Palmtag Buildings, consisting of two separate structures, commonly known as the Palmtag property. The two-story Palmtag Building, on the northwest corner of B Street and Mission Boulevard, has experienced deferred maintenance and alterations over the years resulting in unattractive street fronts with inappropriate metal awnings and architectural features, obstructed transom windows, conflicting styles of storefront glazing, and an unattractive color palette. However, Browman Development has submitted a proposal to renovate the buildings to enhance retail and office opportunities for future tenants and to create a new identity at this important intersection. The project includes renovation of all façades, including that facing the Albertson's parking lot.

Retail shops and services on the first floor of the Palmtag Building now include *Silver Spoon Hofbrau* and *NEO Communications*. The second floor is vacant. The adjoining one-story building, immediately to the west on B Street, contains the *Bottle & Book House* and *B Street Bar & Grill*; there is one vacancy.

The proposed improvements for the Palmtag Building revive the Vernacular Victorian commercial architecture that was typical for Downtown Hayward at the time these buildings were constructed. They provide rich detailing, especially on the first floor to enliven the pedestrian experience. The arched main entry on B Street would be retained. New storefront glazing provides window-pane patterns typical of the architectural style and transom windows would be reopened and enhanced, providing for light and air into the shops. The continuous metal awning is replaced with segmented fabric awnings to fit the storefront openings. The second-story windows are enhanced with the

addition of sills, prominent crowns and shutters. The building is capped with a new entablature featuring a cornice with dentils. An earth-tone color palette further differentiates the two floors with the darker colors reinforcing the pedestrian level and the cap of the building. Staff also recommends that the storefront bulkheads be enhanced with materials, such as tile, to differentiate them from the stucco primary walls. The now-blank parking lot elevation is punctuated with new window openings for the restaurant space on the first floor and the proposed offices on the second floor. A new stairway provides access to the second floor.

With regard to the one-story building, Browman Development plans to install new awnings and signage, and repaint the exterior, to tie it to the more prominent Palmtag Building on the corner. The transom windows would be reopened and the easternmost storefront would be opened up with larger windows to match the others.

## **CONCLUSION:**

Administrative approval of a Site Plan Review application by the Planning Director is required for the project and a building permit is required for the construction. The overall design concept is very well developed with detailing appropriate to this revival of the Vernacular Victorian architectural style. Staff recommends that the Master Sign Program, required prior to the installation of any signs, be appropriate to the style and include blade signs

Prepared by:

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Richard E. Patenaude, AICP  
Principal Planner

Recommended by:

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Sylvia Ehrental  
Director of Community and Economic Development

Approved by:

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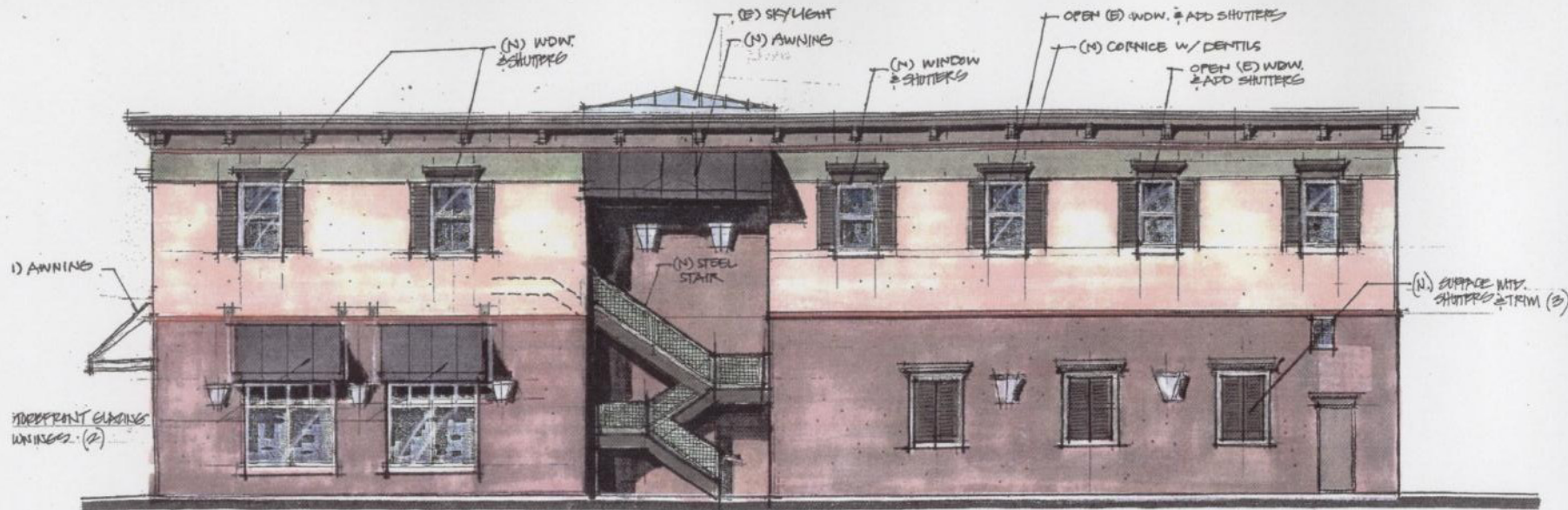
Jesús Armas, City Manager

Attachments:

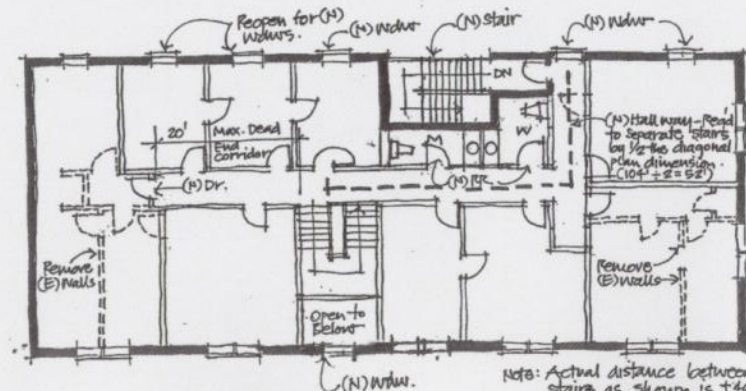
- Proposed Elevations
- Photographs (Existing Condition)







PROPOSED NORTH ELEVATION

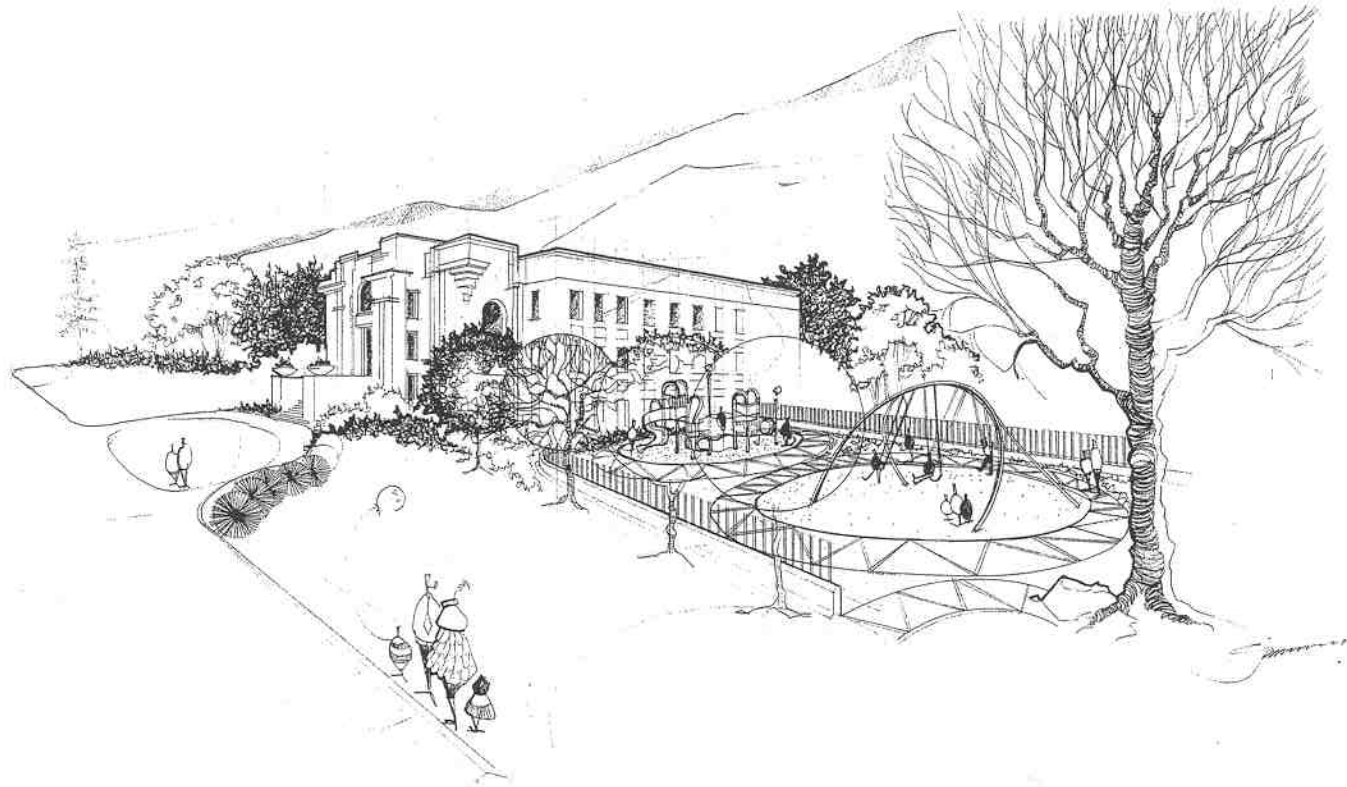


2ND FIR. PLAN.  
880 B ST.

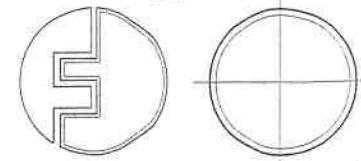




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# Hayward Rotary Tot Park



revisions



DATE: 11.1.03

DRAWN BY: maf

SCALE: 1"=20'-0"

JOB NO.: 03-153

Giuliani Plaza, Hayward, California

Hayward Tot Park Rotary Club Project 2004

FAMOUSdesigns architects incorporated

SHEET: A

510-428-1067

REGISTERED

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FAMOUSdesigns architects incorporated 87 Westminister Drive, Oakland, California 94612